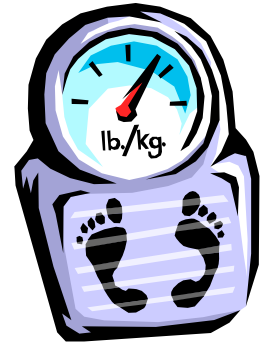


Why DIETS Don't Work

The DIET DILEMMA



Our goal in the **MOVE!** Program is to help you lose weight and keep it off. Weight loss is possible – but it doesn't come from a pill, a fad diet, or a special drink.

The dilemma – we want the weight off NOW, not later.....not slower..... but NOW, and we want it off FAST.

Does this work?

Well, it does for some people, some of the time.

Does it last? Does the weight stay off?

Typically, NO! People who follow the latest hot, new, fad diet lose some weight, but it isn't permanent. They usually gain the pounds back, and sadly some folks get even bigger after the diet ends.

Why? **Diets don't teach us permanent behaviors**, we make a short-term change and return to the same old weight-gaining lifestyle. Fad diets seldom provide a nutritionally complete diet, and they often avoid food groups - that's not healthy! And the drinks or pills, the magic ones, haven't been invented yet!

What causes permanent weight loss?

There are several answers – all related to gradual, healthy lifestyle changes:

1st – CHANGE THE WAY YOU EAT – Eat smaller portions, be more selective and limit high fat, high calorie foods. Eat more fruit, vegetables, and whole grains. Keep snacks to 100 – 200 calories.

2nd – DON'T SKIP MEALS OR STARVE– This just makes weight loss harder; your body learns to live on fewer calories. It adjusts to need less energy.

3rd - BE MORE ACTIVE – Get up, get out and MOVE, MOVE, MOVE!
Keep those muscles busy; they burn calories.

Think carefully about how you can make goals for weight loss.

No diets allowed here, only permanent lifestyle changes. Get the picture?

What can you realistically do right now to eat fewer calories and move more?

WEIGHT LOSS is easy to understand but VERY HARD to DO without thought and planning - that's the challenge. Don't fool yourself by trying expensive pills, drinks, or fad diet books – they leave your wallet lighter but not your body. GET READY FOR THE CHALLENGE! THE **MOVE!** PROGRAM IS HERE FOR YOU.

READY.....SET.....GO!

MOVE!

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